

School Governing Board Committee

(aka *Advisory Council*)

Draft Minutes

Wednesday, October 25, 2017, 5:46pm

6050 N Invergordon Rd., Paradise Valley, AZ 85253

Pursuant to A.R.S. 38-431.02, notice is hereby given to members of the Montessori Academy Charter School that the School Governing Board Committee's regularly scheduled meeting is open to the public on Wednesday, October 25, 2017, 6050 N Invergordon Rd., Paradise Valley, AZ 85253.

1. Call to Order at 5:46 p.m. by Jennifer Dunn.
2. Record Member Attendance – Present: Kara Tustin, Jennifer Dunn, Nick Toronto, George Wood, Debra Berkey, Jeffery Trent (via Phone), Maegan Dixon (via Phone) and Maieta Clark. Absent: Henri Cournand. Executive Board Members – Juli Newman, Krista Cross, and Wanda Wright.
3. Initial call to public- Non agendized item: None at this time.
4. Acknowledgments/Introductions – Maieta Clark acknowledged Wanda Wright's presence at the board meeting. Jennifer Dunn and Kara Tustin acknowledged a sense of increased parent involvement around campus.
5. Action Item:
 - a. George Wood moved to approve the August and September 2017 minutes as amended (Typo In 'school' missing the letter L). Debra Berkey seconded. Approved 8-0.
6. Old Business
 - a. Strategic Plan update – Juli Newman
 - i. A comprehensive marketing plan and data collection is needed and has been initiated by the Executive Board. The goal is to increase enrollment by 100, then retain these students to reach enrollment and financial projections for bond funding. The numbers are not limited to one grade. Surprise fact: 29% enrollment from tours, most enrollment word of mouth. We must begin advertising in the Independent monthly and increase parent involvement. The Executive Board has directed the Governing Board to continue to develop the marketing plan.
 1. A protocol for tours, enlisting a parent ambassador to be involved, along with formalized follow up with prospective families, as well as updated brochures, and a mailing campaign to establish our "branding". Also discussed, pictures in POMA, updated website, and soliciting articles about our school and the Montessori Philosophy and approach.

- ii. Succession plan- Campaign to teachers, where do they want to be in 3/5/9 years? Is there an opening available? Is a grant available for education? How can we work with each other to materialize the continued growth and success of the school and the vision? The plan is being finalized by the Executive Board.
- b. Review of Grant writing meeting- Juli Newman met with a Grant writer, previously associated with Keystone Montessori. Stated we should not have a 'grant committee', rather, we should pump up fundraisers, development plan, admission revisions, and marketing our vision/school.
- c. Brick Project- Maieta Clark- discussed the plan for the brick campaign, still needing to get bids on cost to relay bricks professionally, along with the removal of diseased tree which will prevent 'buckling' of bricks in the future.
- d. School zone update- Juli Newman had a conversation with the Town of Paradise Valley Chief of Police regarding the current speed restrictions signage in front of school. He sent an officer to observe compliance for several days and reported that we have a problem. The majority of vehicles do not slow down in the school zone, ignoring or not recognizing the signs. He has put in a request with the Town of Paradise Valley for our school to have flashing lights speed reduction sign. It may be a \$6,000-dollar solar operated flashing light attached to the current signs. Juli Newman communicated with him that we may be willing to have a fundraiser to offset the cost of the signs. He was very receptive to this, as the Town paid for the original signs. A warning to parents was advised, as the Chief of Police said many of our parents would probably be ticketed. (addendum: a POMA post in fact did get circulated.)

7. New Business

- a. Co-chairs Kara Tustin and Jennifer Dunn nominated Nick Toronto to continue as Vice Chair. He accepted. Dr. Jeffery Trent moved to approve Nick Toronto as Vice Chair. George Wood seconded. Approved 8-0.
- b. FY16 Annual Financial Report Review-Juli Newman reported that this is the first time the school has been out of compliance on the AFR submission. Not able to submit until Friday, at best due to audit. Debra Berkey moved to table. Nick Toronto seconded. Approved 8-0.
- c. School events- Debra Berkey- Movie Night was the most successful we have had. Hometown Fair has been promoted, booths, pumpkins and other auction items ready. Lisa Brazsky, Hometown Fair Chair has done a brilliant job. Speeches, Timeline of Life, and Jeans day on November 15th were also reviewed.

- d. Parent meeting- Jennifer Dunn and Kara Tustin cancelled the meeting due to proximity to the Hometown Fair. They felt parent involvement was better directed toward volunteering before and during the Hometown Fair. All agreed.
8. Executive Board Report-Wanda Wright/Juli Newman
- a. Wanda Wright spoke to the Board regarding the way meetings are best held, the use of Robert's Rules of Order and keeping the agenda on point. Mrs. Wright also stated the purpose of each Board: The Executive Board is the one approving policy while the Governing Board (Advisory Council and committee of the Executive Board) is the one making recommendations. She suggested viewing AZSBA (Arizona School Board Association) trainings on, "How to be a Board Member", and that it might be helpful to revisit, Robert's Rules of Order.
 - b. Bond- Juli Newman- Information was shared with the Board regarding the rules and laws in relation to 501c 3 status (tax-exempt) versus tuition based (taxable) bonds. The solar panels, which generate "income" have an impact on our bonds. Enrollment and funding also affect the bonds. Nick Toronto had questions regarding the additional 100 students and how the funding and classroom/campus space would be affected by both. Nick inquired about estate plans gifting our school, Dr. Jeffery Trent spoke of a Foundation for Giving to our school, in spite of a long lead time within the organization, he felt it was a viable lead, and he will investigate further.
 - c. Juli Newman mentioned a paper Wanda Wright had written, which Mrs. Wright spoke about. The paper includes topics such as: Leadership standards, equity/cultural responsiveness, engaging parents in the culture of the school, how to elevate parents through education in volunteerism and, how funding affects leadership. The Governing Board was asked to consider how to incorporate these ideas. They will examine volunteerism, Montessori Education Nights, etc. Wanda Wright asked them to recognize that educating a parent is a three-tiered piece: school, district, state. Juli Newman stated that administration is reviewing the paper to incorporate it into the strategic plan of the school. Juli Newman would like to see the Board more involved in several aspects of the leadership of our school, advertising, retention, etc. Perhaps a, 'Did you know?' column in the newspaper? We must work together.
 - d. Agendized for next meeting: Review Parent Involvement Plan and Marketing Plan.
 - e. Krista Cross spoke to Montessori Education Nights and what is the most practical timing and implementation. Is it via you tube channel, in which a series of education pieces are presented? Or is it through actual evenings with the

teachers? How to inspire more parent involvement? Open table ideas discussion on the topic began: Take your parents to school day, parent questionnaire needs to be more direct and specific in its questions to get more of an idea of what strengths our parents are bringing to the campus, be it vocation or avocation, re-reading parent questionnaire to get an idea of what talents and abilities current parents have.

9. Call to the public- None at this time

10. Adjournment 6:50 pm – George Wood moved to adjourn. Debra Berkey seconded. Approved 8-0.

The next REGULAR Advisory Council meeting will be held November 29th, 2017, 5:30pm at 6050 N Invergordon Rd, Paradise Valley, AZ 85253, in Room 11 or other such accommodations as may be appropriate. If members interested in attending desire telephone call-in information, please submit such request in writing to the Secretary at least 48 hours prior to the meeting time so that we may ensure a quorum, to the extent possible.

Submitted by Maieta Clark, Secretary, October 27, 2017.